

## ABSTRACT OF THE DISCLOSURE

“System and Method for Providing Electronic Bulk Buying”

One or more broadcast servers transmit information (advertisement content and multimedia data content) to one or more digital audio broadcast (iDAB) receivers over a network such as an in-band on-channel (IBOC) network. A client with an iDAB receiver is able to purchase multimedia content by a simple action through a man-machine interface (MMI). Furthermore, a mechanism is described for setting thresholds, wherein the thresholds define when actual broadcasting of the content should begin. The thresholding mechanism is implemented either in the iDAB receiver or in a Push-Pull gateway broadcasting the multimedia content. Bulk purchases are described, where such purchases are done via: direct order placement, indirect order placement, or via a B-server (over IBOC) download to receivers. Additionally, bulk purchase allows for the spreading of uplink traffic from consumer devices.